

WCTV-TV  
FIRST QUARTER 2013  
ASCERTAINMENT REPORT  
JAN. 1 THROUGH MAR. 31 2013

WCTV IDENTIFIED FOUR AREAS OF INTEREST TO OUR VIEWERS. MANY OF THESE AREAS REMAIN CONSTANT FROM QUARTER TO QUARTER.

ALONG WITH THIS MEMO ARE SUMMARIES OF THE STORIES ON THE ISSUES IDENTIFIED.

- POLITICS/GOVERNMENT
- CRIME
- ECONOMY
- HEALTH

WCTV WEEKDAY NEWSCASTS:  
DAYBREAK (5 AM- 6 AM)  
GOOD MORNING SHOW (6 AM-7 AM)  
EYEWITNESS NEWS AT NOON (12 PM-12:30 PM)  
EYEWITNESS NEWS AT 5PM (5PM TO 6PM)  
EYEWITNESS NEWS AT 6 (6 PM-6:30 PM)  
EYEWITNESS NEWS AT 11 (11PM-11:35 PM)

WCTV WEEKEND NEWSCASTS:  
GOOD MORNING SHOW (8 AM-9 AM)  
EYEWITNESS NEWS AT 6 (6 PM-6:30 PM)  
EYEWITNESS NEWS AT 11 (11PM- 11:35 PM)

STORY VERSIONS AND LENGTHS:  
VO- GENERALLY BETWEEN :20 AND :35  
VO/SV- GENERALLY BETWEEN :40 AND :55  
PKG- GENERALLY BETWEEN 1:10 AND 2:00

SUBMITTED FOR REVIEW,

# CRIME

## JANUARY 2013

PROGRAM: Eyewitness News at 6

DATE: 1/29/13

SEGMENT LENGTH: 1:30

SUMMARY: A Valdosta man who chased an attempted armed robber off his property with a shotgun could face an assault charge.

PROGRAM: Eyewitness News at 5:30

DATE: 1/22/13

SEGMENT LENGTH: :50

SUMMARY: Four men have been arrested, after a tip from a caller led narcotic agents to stolen firearms and a drug bust.

PROGRAM: Eyewitness News at 5

DATE: 1/18/13

SEGMENT LENGTH: 1:45

SUMMARY: A late night search for burglars in Tallahassee leads to the BIZARRE arrest of suspects in a totally different crime.

PROGRAM: Eyewitness News at 5

DATE: 1/14/13

SEGMENT LENGTH: 1:05

SUMMARY: A man was found shot in the face in his trailer this morning. Deputies still aren't saying much about what happened at that Gadsden County home.

# HEALTH

## JANUARY 2013

PROGRAM: Eyewitness News at 6 p.m.

DATE: 1/4/13

SEGMENT LENGTH: 2:00

SUMMARY: If your new year's resolution is to quit smoking, listen up. If you're a nonsmoker, you should be concerned with how much money smokers are costing the state. As Whitney Ray tells us, there's free help for people trying to kick the habit, all paid for by the forced hand of the tobacco industry.

PROGRAM: Weekend Good Morning Show

TIME: 8 a.m.

DATE: 1/5/13

SEGMENT LENGTH: 1:00

SUMMARY: The flu is in season and are you keeping up with taking your medicine? Randall Pinkston has a look at some of the day's top medical stories

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 1/7/13

SEGMENT LENGTH: 1:20

SUMMARY: There's a possible cancer breakthrough in Japan, while scientists in Ohio say they know why women have trouble keeping off weight as they age. Here's Shonda with more on today's top health stories.

PROGRAM: Eyewitness News at 5 p.m.

DATE: 1/7/13

SEGMENT LENGTH: 1:40

SUMMARY: New research shows people taking certain blood pressure drugs could be helping their brains as well.

# POLITICS/GOVERNMENT

## JANUARY 2013

PROGRAM: Daybreak

TIME: 5 a.m.

DATE: 1/2/13

SEGMENT LENGTH: 1:55

SUMMARY: They didn't make their January first deadline, but congress did come up with a deal that retroactively avoids the so-called fiscal cliff.

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 1/4/13

SEGMENT LENGTH: 1:45

SUMMARY: A senate bill to provide relief for victims of Superstorm Sandy was supposed to be an easy vote for congress...but then speaker Boehner decided to pull the bill and that's when the politics came face-to-face with reality. Tara Mergener reports from Washington, D-C.

PROGRAM: Eyewitness News at 5:30 p.m.

DATE: 1/8/13

SEGMENT LENGTH: 1:30

SUMMARY: The Sandy Hook Elementary shooting has made a lot of people stop and think more about guns.

PROGRAM: Eyewitness News at 5 p.m.

DATE: 1/14/13

SEGMENT LENGTH: 2:10

SUMMARY: For the first time tonight, we are getting an explanation directly from Governor Rick Scott about his controversial Medicaid expansion estimate. The expansion is optional for states under the Affordable Care Act.

# ECONOMY

## JANUARY 2013

PROGRAM: Daybreak

TIME: 5 a.m.

DATE: 1/31/13

SEGMENT LENGTH: 1:25

SUMMARY: The long-awaited debut of the new blackberry smartphones turned out to be a letdown ... Plus, The number of foreclosures has decreased. Alexis Christoforous has more in today's MONEY WATCH.

PROGRAM: Eyewitness News at 5:30

DATE: 1:29

SEGMENT LENGTH: 1:25

SUMMARY: Apple is coming out with an iPad featuring more memory. Alexis Christophorous has details in today's Money Watch.

PROGRAM: Eyewitness News at 11 p.m.

DATE: 1/24/13

SEGMENT LENGTH: 1:50

SUMMARY: if you are looking to support local businesses and have fun at the same time there's a way to do just that. it was at the first "chamber mob" which took place tonight and spoke to shoppers and chamber members about how these events will help boost the local economy.

PROGRAM: Eyewitness News at 5:30 p.m.

DATE: 1/23/13

SEGMENT LENGTH: 1:25

SUMMARY: Google says it's getting more request for personal information about its users. Alexis Christoforous has more in today's Money Watch.

# HEALTH

## FEBRUARY 2013

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 2/28/13

SEGMENT LENGTH: 1:35

SUMMARY: Getting up from your couch or your desk could help lower your risk of diabetes, and there seem to be health consequences for babies born to overweight mothers.

PROGRAM: Daybreak

TIME: 5 a.m.

DATE: 2/28/13

SEGMENT LENGTH: 1:35

SUMMARY: Getting up from your couch or your desk could help lower your risk of diabetes, and there seems to be health consequences for babies born to overweight mothers. Alison Harmelin has those stories and more in your medical report.

PROGRAM: The Good Morning Show

TIME: 6 a.m.

DATE: 2/27/13

SEGMENT LENGTH: 1:15

SUMMARY: A new study finds food allergies may stunt a child's growth. And how doctors' mistakes are leading to deadly consequences.

PROGRAM: Eyewitness News at 5:30

DATE: 2/26/13

SEGMENT LENGTH: 1:30

SUMMARY: There's concern about a scabies issue at a local nursing home. Tonight, we look at what scabies is, how to get rid of it and how to protect against spreading it.

# POLITICS/GOVERNMENT

## FEBRUARY 2013

PROGRAM: Eyewitness News at 5:30 p.m.

DATE: 2/18/13

SEGMENT LENGTH: 1:55

SUMMARY: Since 2006, state lawmakers have been prohibited from accepting gifts of any kind, including a turkey sandwich or cup of coffee from anyone who employs a lobbyists.

PROGRAM: Weekend Good Morning Show

TIME: 8 a.m.

DATE: 2/16/13

SEGMENT LENGTH: 1:55

SUMMARY: Battle lines are being drawn once again over a bill giving parents the ability to take over their child's failing school.

PROGRAM: Eyewitness News at 6 p.m.

DATE: 1/27/13

SEGMENT LENGTH: 1:35

SUMMARY: Early voting kicks off tomorrow in the run-off race to fill the District 11 Georgia Senate Seat.

PROGRAM: Eyewitness News at 5:30

DATE: 2/1/13

SEGMENT LENGTH: 1:45

SUMMARY: Governor Rick Scott released the largest spending plan in Florida's history. Scott's 74 billion dollar budget includes 30 billion dollars for health care services and entitlements.

# CRIME

## FEBRUARY 2013

PROGRAM: Eyewitness News at 11 p.m.

DATE: 2/20/13

SEGMENT LENGTH: 1:50

SUMMARY: The national discussion on gun violence and gun policies continues to be a hot topic. I attended a community summit tonight (2-20) on gun violence prevention and spoke to both citizens and a Leon County Commissioner about why it's important...to gather ideas on how to help make Leon County a safer place to live.

PROGRAM: Eyewitness News at 6 p.m.

DATE: 2/16/13

SEGMENT LENGTH: 2:20

SUMMARY: Claims of sexual harassment at the Shelter in Tallahassee have prompted two new investigations. As we first reported last night, a pastor who works with the homeless went undercover there for a night ... and claims she was propositioned by a staff member. He's been placed on leave ... and the board is meeting to figure out what happens next..

PROGRAM: Eyewitness News at 6 p.m.

DATE: 2/13/13

SEGMENT LENGTH: 1:50

SUMMARY: A registered sex offender is now under arrest for a Tallahassee murder. We broke the story last week. Today, Delia McMillan's family had a chance to thank investigators who cracked the 2004 case ... and we had a chance to learn more about the touch DNA that led to the arrest.

PROGRAM: Eyewitness News at 11 p.m.

DATE: 2/6/13

SEGMENT LENGTH: 1:50

SUMMARY: Sheriff's deputies are investigating a slew of car burglaries in several Leon County neighborhoods. they all happened in a nearby vicinity.



# CRIME

## MARCH 2013

PROGRAM: Eyewitness News at 11 p.m.

DATE: 3/13/13

SEGMENT LENGTH: 1:45

SUMMARY: A local convenience store is busted for illegal gambling but so far no one has been arrested. police are still trying to determine how many people were involved and how harsh the punishment should be. As Eyewitness News Reporter Greg Gullberg tells us.. someone is going to pay.

PROGRAM: Eyewitness News at 6 p.m.

DATE: 3/12/13

SEGMENT LENGTH: 1:20

SUMMARY: POLICE have surrounded a Tallahassee U-Haul store with crime tape after finding a man in the parking lot with stab wounds.

PROGRAM: Eyewitness News at 6 p.m.

DATE: 3/11/13

SEGMENT LENGTH: 1:20

SUMMARY: Two people are hospitalized in the wake of a weekend shooting. Eyewitness News Reporter Kara Duffy tells has details of the crime and the investigation.

PROGRAM: Eyewitness News at 11 p.m.

DATE: 3/5/13

SEGMENT LENGTH: 1:10

SUMMARY: The parents of FAMU drum major, Robert Champion are applauding manslaughter charges just filed in their son's death...yet defense attorneys are questioning the timing of it all.

# HEALTH

## MARCH 2013

PROGRAM: Eyewitness News at 5 p.m.

DATE: 3/15/13

SEGMENT LENGTH: 1:55

SUMMARY: We all get two sets of teeth. One when we're babies, the other when we're a few years older. but now science may one day allow us to grow new teeth as adults.

PROGRAM: Daybreak

TIME: 5 a.m.

DATE: 3/15/13

SEGMENT LENGTH: 1:10

SUMMARY: Doctors are revealing a connection between certain foods and breast cancer. And new stats show one third of drivers are distracted. Ines Ferre has today's top health stories.

PROGRAM: Daybreak

TIME: 5 a.m.

DATE: 3/14/13

SEGEMENT LENGTH: 1:20

SUMMARY: A new study looks at the health benefits of video games. Plus, vitamin D's effect on blood pressure. Ines Ferre has today's top medical stories

PROGRAM: Eyewitness News at 5 p.m.

DATE: 3/13/13

SEGMENT LENGTH: :45

SUMMARY: A national group of doctors is concerned that healthy children are using ADHD medications when they shouldn't be. Ines Ferre has more in tonight's health alert.

# ECONOMY

## MARCH 2013

PROGRAM: Eyewitness News at 11

DATE: 3/14/13

SEGMENT LENGTH: 1:20

SUMMARY: Folks looking for work in south Georgia should get comfortable. the unemployment rate is moving in the wrong direction. But as Eyewitness News Reporter Greg Gullberg tells us.. there is a silver lining.

PROGRAM: Daybreak

TIME: 5 a.m.

DATE: 3/13/13

SEGMENT LENGTH: 1:45

PROGRAM: House Republicans and Senate Democrats are working on very different budget proposals...and the two sides couldn't be farther apart. Susan McGinnis is on Capitol Hill with the story.

PROGRAM: Daybreak

TIME: 5 a.m.

DATE: 3/12/13

SEGMENT LENGTH: 1:15

SUMMARY: New figures show Greece's economy shrank by 6.4 percent. Plus, the new z-10 blackberry is on sale today. Alexis Christoforous has more in today's Money Watch.

PROGRAM: Eyewitness News at 5:30

DATE: 3/11/13

SEGMENT LENGTH: 1:10

SUMMARY: The Dow continues its streak. Alexis Christoforous has more details in today's Money Watch.

